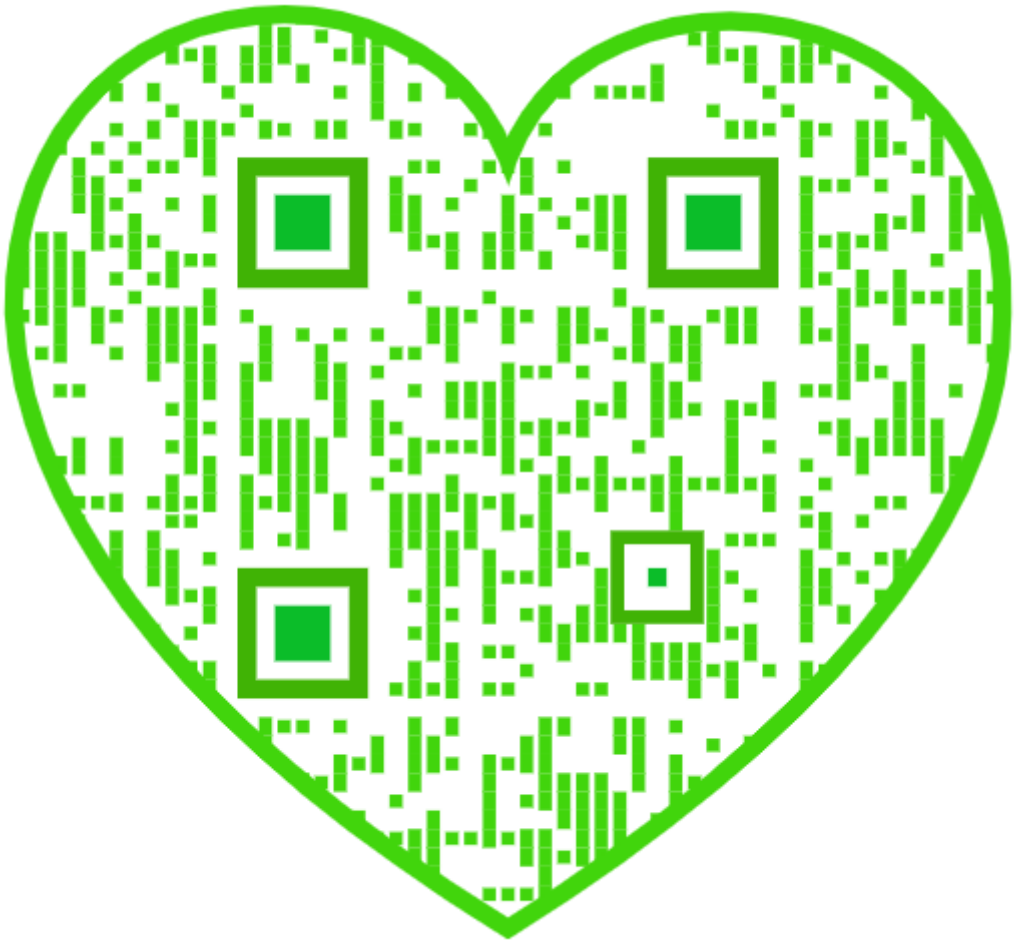

JOURNALISM

as a

PROFESSION

by

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INTRODUCTORY

IN the search for new avenues of employment many young, educated people are turning their eyes to journalism as a field which offers enough scope for the exercise of their talents. It is, comparatively, a new profession and one which, unlike some of the older ones, is still expanding rapidly. Newspapers edited, managed and owned by Indians have already secured a prominent place in the public life of the country. And they are going on from success to success in spite of official ill-will and opposition and the vigorous competition of Anglo-Indian rivals which have been established much longer.

So long as India is governed under the present system or anything like it, measures like the Ordinance promulgated in April 1930 are a possibility which the Indian press will always have to face. But the demand of the public for independent papers advocating the Indian cause is such that even incidental risks like this are not likely to stunt the growth of the press to any great extent or for any appreciable time. The journalistic profession in India can, undoubtedly, absorb a number of educated young men who are finding their way into other professions blocked.

"UNQUALIFIED" PEOPLE.

Journalism has not, unfortunately, attracted the best talent in the past. Comparatively few people with good academical qualifications used to enter it until quite recently. Even today there is a large number of men in newspaper offices who would be classed as "unqualified" by a Government official recruiting petty clerks for his office. Indeed, journalism was so discredited in the eyes of some people of the older generation—now rapidly disappearing—that they could not imagine respectable people taking to it when they had the faintest expectation of getting something to do in some other field of work.

"M. A. AND JOURNALIST!".

Some years ago I happened to be introduced to a gentleman whose sentiments towards the *genu·* journalist were, apparently, a mixture of horror and contempt. When he knew what I was doing the old man said in surprise: "But I thought you were an M. A." He could not think of anyone who had seen the inside of a college stooping to join a newspaper office. Happily this state of things has now passed and it is not often that a journalist is looked upon as little better than a thief in clean clothes. Circumstances are, indeed, such that the vast army

of university degree holders and the vaster army of those who have failed to win a degree, cannot any longer afford to dismiss with contempt the possibilities of journalism as a profession.

OVERCROWDED PROFESSIONS!

The few professions open to the educated classes in this country—law, medicine, teaching, clerical work, to mention a few—have become sadly overcrowded in recent years. The time has long gone by when a young man fresh from a University career could look forward with confidence to earning a sufficient competence at the Bar or entering the higher ranks of Government service or, if he were not so ambitious, to getting work easily as a teacher or a clerk. Even those who have taken specialised courses like engineering or medicine are finding it difficult to make a living. There may, of course, be always be room at the top of each of these professions. But the struggle for existence in the lower rungs has intensified to such an extent that it leaves little chance for those who are handicapped by the possession of insufficient capital or the want of influential friends or relatives. To add to the troubles of the aspirant for office, the cry for communal and caste representation is heard on every side. Mere ability is not enough. It must coincide with the requisite communal quali-

fications if the possessor is to gain entry into the circle of the elect.

MORE GRADUATES!

The universities and schools are not concerned with this state of affairs. They go on increasing in numbers year by year and steadily grind out increasing multitudes of graduates and diplomates who are able to appreciate the actual conditon of affairs only when they go out into the wide world in search of a living.

Commerce and industry might, in happier circumstances, have been able to absorb a good many educated men. But at present they too are borne down by the unfair conditions imposed by an unsympathetic Government and cannot absorb more than a very limited number of men on wages that would be worth having. Professions like the army and the navy, which in other countries give employment to a large number of young men of the middle classes, are, of oourse, almost completely closed to us in India.

A JOURNALISTIC CAREER?

Wherever I have worked and lived or even travelled I have come across numbers of young men who have been anxious to know the prospects which a journalistic career hold out to them. Most of my

questioners wanted to know the qualifications that were necessary for a journalist, whether any special course of training was required, what the salaries were like when an entry had been gained into the profession and many other similar details. There are, probably, innumerable others who would be glad of information on these points. There is, so far as I know, no place where they can satisfy their curiosity.

Indian universities have not yet followed the example of those in England and America in offering courses in journalism. Neither are there in this country any of the numerous unofficial schools and training centres that fill the pages of foreign magazines and periodicals with their advertisements. Only those actually working in newspaper offices or directly in touch with some other aspect of journalism can at present supply reliable information to those wanting it. And journalists are a notoriously busy set of men who have little leisure to gratify what they may legitimately consider to be the idle curiosity of youthful enthusiasts.

I have utilised a few days of unaccustomed leisure in noting down very briefly some points that might be of use to those who would like to know the prospects and possibilities of a journalistic career. I have no intention of trying to write a text book on journalism. There are plenty of these already

on the market for those who believe in them. My main purpose in the few pages that follow is to take a brief review of the position of journalism in India at present so as to help those who would like to know whether it is worth their while to make it their profession.

It may be noted here that in the pages that follow I am referring primarily to Indian newspapers, that is to say, newspapers owned and directed by Indians and expressing the Indian point of view. Anglo-Indian papers are no doubt a part of the fabric of Indian journalism but they are a class by themselves and whenever I have referred to them I have specially mentioned it.

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THE PRESS AND THE FUTURE.

The origins of modern journalism in India date back to the early years of the East India Company. Newspapers of a sort were published in those days by Englishmen for the benefit of their countrymen here. Repression of the press also began early the first to suffer being an Englishman at Calcutta who happened to criticise the Governor-General of his day a little too strongly. So far as Indians are concerned, an industrious student of the history of journalism, whose researches were published in the *Calcutta Review* a few years ago has stated that Raja Ram Mohan Roy was one of the earliest to venture out into journalism. The Raja, according to him, was responsible for the conduct of vigorous papers in English as well as Persian, the official language of the day.

Although it started so early, journalism has not succeeded in attaining anything like the Upas like growth of law or even any of the less favoured professions. This might partly be explained as a result of the Government's attitude. Official India has always looked upon an independent press with the utmost disfavour as the most dangerous of the seditionist's weapons and has always tried conscientiously to check the growth of its influence.

The atmosphere induced by an autocratic government entirely uninfluenced by the public voice as expressed in the press was, also, not very favourble for the quick and healthy growth of the press.

THE PRESS AND EDUCATION.

Another and probably a more potent cause of the stunting of the growth of our press was the lack of education among the people. Indian newspapers in the past were—and to a great extent they still are—only for the select few. A popular press in the sense that the words are understood in western countries has still to come into existence. A long time has still to elapse before the averge Indian workman will insist on having a daily paper along with his morning neal or on his trip home in the evening. The vast majority of our working population could not now read a paper if one was offered them gratis. They still have to rely on second hand news gathered in the bazars and on vague rumours passed from mouth to mouth.

BETTER CONDITIONS.

Conditions are, however, definitely changing for the better. The English reading public has attained so phenomenal a growth in recent years that it is now capable of supporting a large and well organised press on a paying basis. It was not

so long ago when the conductors of Anglo-Indian newspapers looked upon the efforts of Indians to emulate them as little better than a joke. Some of the Indian newspapers were, indeed, worthy of their derision. They kept a skeleton staff on wages that were barely above the starvation level and what news appeared in their columns were filched from their more prosperous Anglo-Indian contemporaries. At present, however, there are few Indian newspapers of this sort. Indian newspapers published in English are competing on equal terms with Anglo-Indian papers while in not a few instances they have succeeded in definitely outstripping them.

VERNACULAR PAPERS.

The outlook for vernacular newspapers is even more hopeful. People are now discovering the mistake that was made in pampering higher education, at the expense of Elementary Schools. A definite educational policy was inaugurated in India about the middle of the last century by the foundation of the three Universities of Bombay, Calcutta and Madras. Universities and University education, has never lost the impetus that was given then and has gone on progressing from year to year. It was left to Mr. G. K. Gokhale barely a couple of decades ago to champion the cause of

universal Elementary Education for the people. The need was not recognised by the Government at that time. It was only a few years ago that Elementary Education for all began to be really insisted upon. At present schemes of compulsory Elementary Education are either in contemplation or actually in force in many areas in various provinces. Only the want of financial resources stands in the way of the ministers who are in charge of it in the provinces making it universal in a short time.

COMPULSORY EDUCATION.

When compulsory education measures produce their full effects there is certain to be a revolution in this country as great as that which took place in England in the closing years of the last century when the effects of the introduction of universal elementary education began to make themselves felt there. The great new reading public created by universal education made it possible for a popular press to arise in England and laid the foundations for the fortunes of millionaires like the late Lord Northcliffe, Lord Rothermere, Lord Beaverbrook, the Berry brothers and numerous others. In India also there is fast growing up an alert newspaper reading public which wants the events of the day reported to it in its own language. Towns with little more than half a lakh of inhabitants which some

years ago would not have been taking even five copies of daily newspapers published at distant centres have now their own weeklies and in some cases dailies which are more than paying their own way.

GROWTH OF DEMOCRACY.

The growth of popular government in many directions is forcing people who would otherwise have been lethargic, to take a serious interest in the day's news. The press can come into its own proper place as the Fourth Estate only when autocracy or bureaucracy gives place to a government that is government by public discussion. And discussion to be serious and detailed must be in black and white in the columns of newspapers where all can see it. The slight measure of popular government that has been granted to India recently has had a markedly beneficial effect on the press. The proceedings of the Legislative Councils and the central legislature have tended to become more real and lively and have in turn come to be read with interest in the remotest corners of the country. The Indian press will have a further accession of strength when self government becomes a reality instead of the pale shadow that it is at present.

India cannot boast of newspaper millionaires like those of England or America. But our press may now be safely said to have grown to a position in which it gives a good opening to enterprising young men.

THE JOURNALIST'S WORK.

Like other trades and industries, the vastly complicated business of producing a modern newspaper is not, and cannot be, carried on without a good deal of division of labour and specialisation. And the more anything is specialised the less variety there is likely to be in it. In spite of the monotony of which journalists are wont to complain, their profession still retains more variety and interest than almost any other similar occupation. By the very nature of their task they cannot engage themselves with any particular subject for two days running. They deal in "news" and if anything is to deserve that title it cannot be a repetition or a rehash. The matters which may engage the attention of a journalist are not confined to any particular country or to any department of human activity. A journalist like all other human beings must, of course, perform a number of routine duties. But he is not tied down to musty files reaching back for years and likely to reach forward for decades. His work deals with the day and its results. When he leaves his office for the day—or it may be for

the night—be leaves behind him, for good or for evil, the work that he has done. The morrow will find him started on what is practically quite a different task for the production of an entirely new issue. If he exercises his profession intelligently a journalist can keep himself from falling into a rut in the usual sense of the term though in course of time the very diversity of his interests and activities may be said to create a rut for him.

JOURNALISM AND PUBLIC SERVICE.

Journalism is practically a department of public service. Politics is inextricably intertwined with it. In these days no politician can afford to defy the press and live. Newspaper publicity is what carries him on. Mahatma Gandhi may be said to have come nearest to being able to carry on his political programme without any external support. One can imagine him stolidly going on and succeeding even if every newspaper in the world were raging against him. But even Mahatma Gandhi has his own organs. And it is very doubtful if his Satyagraha movement would have attained the magnitude which it has achieved were it not for the magnificent and selfless services of the Indian press. Journalism, particularly in India, is a sure stepping stone for those whose ultimate ambition is public life. No editor who has achieved any degree of

prominence can keep himself free from public duties and obligations.

By the very nature of his profession, a journalist is led into the most unlikely corners and sometimes meets the oddest conglomeration of people. He may have to go at short notice or without any notice at all to mix in the most unexpected business.

Mr. GANDHI'S MARCH.

I am, I believe, one of the most retiring men who follow my profession. But even I have had my share of thrills and adventures. The latest and the one that stands out most prominently in my memory—where it is likely to retain that place permanently—is my march with Mahatma Gandhi on his historic expedition from Ahmedabad to Dandi to offer civil disobedience to the salt law. One Saturday evening I was invited to the Editor's room and asked if I was prepared to go down to Ahmedabad by the next morning's mail to accompany the Satyagraha party. I was only too glad to consent, in spite of the fact that I had not a shred of Khaddar clothing. I could not imagine anyone going to the very fountain head of the Khaddar movement dressed from top to toe in foreign clothes. Fortunately the shops in Delhi close late and I was able to lay in a sufficient stock of genuine, hundred

per cent hand spun and hand woven but, obviously not hand stitched, ready made clothes. A mere look at the delirious scenes that took place at the start of the party from the Sabarmati Ashram was worth years in a man's life time.

SOME EXPERIENCES.

The tramp was not without its inconveniences. Villages miles away from anywhere are not at the best of times the most comfortable places to spend a holiday. They were particularly uncomfortable to visitors on the occasion of the march because as soon as the party reached a village the whole population—men, women and children—suspended all their normal activities and flocked to have *darshan* of the great souled one who was visiting them. But the inconveniences were nothing when compared to the privilege one had in being an immediate spectator of such a historic and epoch making event. It was interesting to watch the rural life of Gujerat—a part of the country till then entirely unknown to me—and still more interesting to watch the curious throng that gathered at the Satyagrahis' Camp practically from every corner of the earth. Such things as Mahatma Gandhi's march are not, of course, every day happenings in the ordinary life of every journalist.

But chances do occur.

SOME NEWSPAPER TYPES.

Mr. Frederic Holsinger, the first Editor of the "Indian Daily Mail," once said that half the people whom you meet in newspaper offices would have come from jails and the other half would be on their way to them. Mr. Holsinger was not referring to jail-going as a consequence of political offences.

Journalism, conducted under the conditions at present prevailing in India, has it risks, not the least inconsiderable of which is the chance of enjoying the free hospitality provided by a benign Government. This kind of risk increases as the movement of protest against an unsuitable form of Government intensifies and newspapers take a larger and ever larger share in the national struggle. Imprisonment for political offences has become so common that it is nothing particular to be mentioned. So far as it is thought about at all, people consider it an honour rather than a disgrace. Many of the Editors now working on Indian papers have served their terms in jails. It is only natural that their offices should contain a larger number of "habitual offenders" of the political kind than other similar offices.

JAILBIRDS AND JOURNALISM.

Like all such pithy remarks, Mr. Holsinger's statement, of course, contains an element of exaggeration. But jailbirds of the non-political variety are also to be met within newspaper offices in sufficient numbers to justify his jocular words. The reason for this state of things is not far to seek. Journalism is one of the few professions where no questions are asked about a man's past. The only consideration is whether be can perform in a passable manner the work that is given to him to do. There are also a good many newspapers, the financial conditions of which do not allow them to pick and choose their staff. They are on the lookout for men who know something about the work and who will accept on the lowest possible wages. Those who follow the shadier paths in journalism congregate in these places.

INTERESTING TYPES.

Even otherwise, more interesting types are to be met with in journalism than in almost any other profession of the same kind in India. There is cause for this. There is very little of standardisation in journalism. This is sometimes explained as the result of the profession being a comparatively undeveloped one. But the life and work of a journalist being what it is, it is doubtful if work in

a newspaper office will ever be reduced—or is it raised?—to the standard of work in a Government department. Journalistic work leaves scope for the development of a good deal of individuality and initiative and these two qualities are never found except in combination with a good number of personal idiosyncracies. A newspaper office is sometimes an interesting microcosm where all sorts and conditions of men are to be met with. A change is, however, taking place nowadays on account of the accession of highly educated and responsible men who intend to make journalism their profession in life and take it seriously.

THE SUPREME GENIUS.

A type often met with in newspaper offices is that of the man who has tried his hand at everything and has drifted into journalism as a last resort. Many members of this fraternity—who are almost always to be found only in the lower ranks—of whom I have had experience had started their career in Government service. But such people, almost without exception, are obsessed with the idea that they are supreme geniuses and that the work they have to do is too far beneath them. Government service is the most unsuitable occupation for them and they leave it without much delay, usually in consequence of a tiff with their superiors.

Teaching then claims their attention. But if dealing with a set of wooden-headed colleagues and superiors was not to their taste, how can they manage the task of teaching unpalatable subjects to a set of boys who are not only wooden-headed but are also the limit for mischief? The law frequently attracts them. But here also there is not enough scope for their talents. How can they utilise their marvellous gifts of oratory, which might have been the envy of a leader of the House of Commons, in arguing about the petty lies on which are founded the majority of the suits that they manage to get? If their legal talents were to be properly recognised, the Law Membership of the Viceroy's Council would be too small for them. Somehow or other this kind of people often find an anchorage towards middle age in newspaper offices. They never rise to the top but have to confine themselves to hack work on the lower rungs. Even there they are full of disdain for the way the paper is run. If only they were given a free hand, they would, they do not hesitate to say, bring about a thorough revolution in the condition of the paper. They might to this, but not in the way they believe.

THE MERE MERCENARY.

Another common type is that of the mere mercenary who is ready to put his pen and what

abilities he may be possessed of, at the disposal of whoever may be willing to employ him. One month he may be on the staff of an Anglo-Indian newspaper, going about dressed in a fashion that might make even the Prince of Wales ashamed of his latest suit. The very next month, on the other hand he might be discovered enduring all the inconveniences of coarse Khaddar, with his legs encased in pyjamas which seem tighter than his skin. This type of journalist is often the most adventurous. Some of them, whom I have met, had travelled as far afield as Tokio on one side and London and New York on the other and worked in practically every newspaper office in India. They are not usually devoid of abilities and would have made good if they could be got to stick on to some place for a fairly long time. Some of them are naturally incapable of long stay in one place. Some others on the other hand have acquired such costly habits of living that their financial complications do not allow them to stay at one place for too long.

THE RED HOT POLITICIAN.

The red hot politician is also a type frequently met with. Newspapers are to him, not an end in themselves, but only a means to an end. He does not care if he goes to jail or if his paper is entirely

destroyed if by that means the political end which he has at heart can be advanced by so much as one step. This kind of Editor is usually found in charge of papers that are in keeping with his own mentality. They are not usually very strong on the news side and do not enjoy, and do not seem to count much on, worldly prosperity. They go under every now and then only to revive with renewed vigour in their campaign against their political enemies. These Editors are the direct spiritual descendants of those early Indian journalists whose papers were rags in appearance but of whose writings the Governments of the day went in deadly fear.

THE BLACKMAILER.

The blackmailing journalist is a rare specimen, and a specimen which tends to grow rarer day by day. Southern India is, fortunately, free from the activities of this species. They find their victims chiefly among the petty Indian rulers, of whom there are so many in Central and Northern India. These Princes govern their States by methods that would not have passed muster even a couple of centuries ago. Most of them also have weak spots in their personal coats of armour. Lavish entertainments and slavish speeches on occasions of loyalist celebrations make their position alright with the Government of India. The one thing that

these Princelings fear is the exposure of their weaknesses, personal as well as official. No better field can be imagined for the blackmailing fraternity.

These journalists establish newspapers—a weekly rag of eight or twelve pages will quite do for their purpose—and pay friendly visits to some of the States. If they are not well fed and housed and if their palms are left ungreased, their sheets will begin to take an uncomfortably close interest in the affairs of the Prince in question. The exposures they sometimes make are of great public interest and the Princes are anxious in proportion to hush them up. If, on the other hand, the visitors are sent away satisfied, the State secures an ally who is never satisfied of singing its praises. There have been instances where Princes have even gone to the length of purchasing a newspaper outright in order to get an advocate for their cause. It is not hard up journalists alone who descend to blackmail or methods which are almost indistinguishable from it. There are certain newspaper proprietors who look uponPrinces with a grievance or against whom there are grievances as quite the proper people to approach for "finances". Quite a number of Princes ought by now to be proprietors of shares in newspaper concerns. The only good point about the blackmailing journalists would seem to be that as a class they are better than the blackmailed Princes.

THE RENEGADE EUROPEAN.

A class that stands out by itself among those who work for Indian newspapers is that of the converted European. These renegades have all the red hot fervour of the newly converted. I am not referring here to the European Editors who are brought out to work on newspaper concerns started under the joint auspices of Europeans and Indians and who do their best to bring about a rapprochement between the two communities. They may not be very sincere in their efforts in this direction and never succeed in them. But they make them all the same. I am referring to those others who have been converted, or profess themselves converted, to the creed of extreme Indian nationalism and conduct the papers in their charge on lines which an Indian Editor would hesitate to adopt. They are usually men of more than average abilities who have some personal motive or end to gain from their sudden "Indianisation." If they had remained in the positions, to occupy which they had been brought out from their home country, they might have enjoyed a modest competence while in this country and would in course of time have returned to their homeland to work in second rate positions on newspapers there. But by their conversion to Indian views they become heroes at a very cheap price.

SLAVE MENTALITY.

Mahatma Gandhi's campaign has achieved much in ridding us of the slave mentality which had been imposed upon us by a hundred and fifty years of alien rule. But we are still far from the stage where we can look on with indifference and judge with an impartial mind where a European deserts his countrymen and comes over to the Indian side. Let any European, be he tinker, tailor, soldier or sailor, but put on a dhoti or wear a Gandhi cap and he immediately becomes a "national" hero taking precedence of men who have grown gray in the service of the public. Indeed, it is a surprise that only so few Europeans have realised the commercial value of a change of political faith. Since they have come out to this country to exploit it as effectively as they can manage to do, they might be excused if they argue that there is no harm in taking advantage of the weaknesses of a foolish people. That so few European journalists have left their own ranks to become the leaders of the Indian nation and have been content to live hard lives on modest salaries when they might have been enjoying themselves on the fat of the land, speaks highly of their conscientiousness.

EUROPEANS IN GANDHI CAPS.

The few who have left the European ranks and have now and then made an appearance on public

platforms dressed in Gandhi caps—which fits them as well as a bowler hat will fit a bearded Rajput—have done well for themselves. Unconsciously though it may have been, those who employ them have been aiding the foreign exploitation of India against which so many complaints are heard. Though the attraction of a white skin for an Indian crowd may take some more time to be eliminated, Indian journalism has now reached a stage where it can very well refuse the services of self-constituted friends from abroad.

THE PROPRIETOR.

The proprietor is not a person whom one can very well ignore when one is considering the types that are to be encountered in and about a newspaper office. Unfortunately, few men who have been successes as journalists have got into independent control of newspapers. They have very often to depend for finances on outsiders who consider newspaper enterprises as not much more than an interesting hobby. These people would have made the money that they are ready to invest in newspapers in trade or manufacture. When they have made their pile and set out to enjoy themselves they would already have been past their prime and would in consequence have lost the capacity to assimilate new ideas or work under conditions to which they have not been accustomed.

Usually they start newspapers not with any idea of public service, but simply in order to gain some selfish end which they have at heart. They feel that it would be a great convenience to have a newspaper at their beck and call, to abuse their enemies or, by a judicious word thrown in here and there, to win a knighthood or some other honour. They might have entered Legislative Councils and other bodies at great expense. They might be employing secretaries at high salaries to prepare their speeches; but what good is all this if the papers refuse to publish anything but a bare summary of a few lines? This is certainly a very bad return for all the thousands that they have spent on their election expenses. If they have their own paper, on the other hand, they can put in every line and comma of the speeches they might have delivered or even some of the speeches which they might not have delivered.

SOME BLOATED SPECIMENS.

These bloated specimens of the proprietorial order usually consider themselves monarchs of all they survey. But sometimes they make a mistake when they think that money can buy everything, including the consciences of respectable men. Proprietorial domineering and impertinence has sometimes brought about curious situations in

newspaper offices of my acquaintance. A prominent South Indian journalist—whose name I need not mention—who has made his home in Northern India and has occupied high positions in the Government of his adopted province promised, some years ago, to edit a newspaper which was then under the control of a single proprietor. The new Editor started his regime with a great flourish. But things began to be at sixes and sevens in a very few days. If I remember correctly, he occupied the Editorial *gadi* for just eighteen days. On the nineteenth day he was safely in the train bound for his own town and the office from which he had come.

It was my misfortune to work for sometime under a gentleman, the chief trait of whose character was an overpowering suspicion of everyone and everything about him. Quite ready to go back on his word a hundred times, he firmly believed that everyone round about him was there for the express purpose of cheating him. His first advice to me when I took charge was not to rely on what he said but to take down everything important in black and white. He had started a newspaper and lost many lakhs of rupees over it but his knowledge of the business was such that very often he would ask such questions as whether rollers were absolutely necessary for working

printing presses and whether linotype machines could not be worked without matrices.

GRADUAL ELIMINATION.

Natural causes. are, however, tending, gradually but surely to eliminate this class of newspaper proprietors and financiers. Their ignorance of the most elementary rules of newspaper management makes it easy for their unscrupulous agents and servants to fleece them unmercifully. Probably, no proprietor of this class has ever succeeded in making his enterprise pay. He may stand up against losses for a year or two. But he is certain to give up in the end.

Men like Northcliffe and Rothermere in England and W. R. Hearst in the United States—not to mention humbler instances nearer home—have made money from newspapers because they have indentified themselves so completely with them and know the least little detail about their business. Lord Northcliffe, for instance, did not enter journalism suddenly as the proprietor of a full blown daily newspaper after making a few millions in selling cotton or in speculations on the stock enchange. Unlike some of our Indian proprietors his fortune came solely out of his newspapers.

SALARIES.

What are the rewards which journalism offers in the shape of this world's goods? In other words, are the emoluments good, bad or indifferent? This is almost the first question which one thinking of taking to journalism as his life work is likely to ask. It may at once be said that if anyone hopes to win by work in a newspaper office anything like the fortunes earned—say at the bar—by men like Rash Behari Ghose, Taraknath Palit or Bhashyam Iyengar, he is certain to be disappointed. I am, of course, referring to conditions as they are at present. It may, probably, happen that newspaper enterprise may be a favoured method of amassing millions in the India of the future. If the leading men in the journalistic profession at present in India had devoted their abilities to some other kind of work—if for instance they had manufactured and sold a good brand of pickles—they might conceivably have been much better off in point of money than they are. But money is not the only thing that counts. An editor, however lowly he may be paid has a status and a position that is denied to, say, a clerk in Government service, however high his position may be in the bureaucratic heirarchy. He has the moral satisfaction of everyday

doing his bit of active work for the good of the country.

BABU S. K. GHOSE.

A distinguished journalist would, probably, be the last to exchange his position for one carrying much higher emoluments in Government service or some other similar occupation. The late Babu Shishir Kumar Ghosh, the founder of the *Amrita Bazar Patrika*, one of the ablest Indian journalists of all time, was appointed as a Deputy Collector in his native district. But he willingly sacrificed the prestige and the affluence that would have been his had he retained this position, to struggle for years as the Editor of the *Patrika*. Not to mention the names of any of the distinguished journalists now living, how much poorer would the country have been if men like the late Sir Surendranath Bannerjee, S. Subramania Iyer and Kasturi Ranga Iyer had considered journalism too risky a profession to enter and had contented themselves with clerical posts in the Government Secretariat? Those whose only criterion of success is money rewards had better give a wide berth to journalism.

DAZZLING FORTUNES.

It is too often forgotten when comparisons are made that the fortunes that dazzle the eye are only made by a favoured few. The vast majority

have to plod on with but a moderate income. As compared with these, the lot of a journalist is certainly not unfortunate. If he is endowed with even moderate abilities and if he is favoured with suitable opportunities, he can make in a few years an income that is more satisfactory than that of his friends in Government service after many more years of work.

STABILITY.

The charge is often brought against journalism that as a profession it is not stable enough. At first sight this may seem true enough. But a newspaper company is not inherently more unstable than companies which deal in other commodities. If any one newspaper goes down for some cause or other, the public demand for news is not likely to diminish and must be satisfied sooner or later by the founding of another paper to take the place of the one that has disappeared. Indeed, the demand for good newspapers in India is a steadily growing one on account of the growth of education and public consciousness and is not likely to be satisfied in the near future.

Journalism does not, of course, offer anything like the padded-cell security of Government service. But a journalist is not bound to retire at any specified age or when he has completed any particular

period of service. He can be in harness for as long as he can work. And in these days of universal insurance, the absence of a small pension does not amount to much. If newspaper proprietors would only pay greater attention to the conditions under which their staffs work, even this could be secured without much sacrifice by means of group insurance.

Even such instability as undoubtedly exists can be minimised to a great extent if the members of the profession work unitedly and bring into being something like a trade union or a professional council for the whole country. Such organisations exist in England and elsewhere and are doing valuable work in keeping up the level of salaries and securing benefits to those who may be ill or out of work. It is high time for a step towards some such organisation to be taken in India also. A union of this kind can do something towards laying down conditions for the admission and training of new hands and securing a reasonable level of salaries. Entry into professions like medicine, law and engineering is carefully regulated, the universities and other public bodies taking care to see that only those who have undergone a rigorous course of specialised training are permitted to practice them. But anyone, with or without training or experience

can call himself a journalist and by offering himself for wages much below the general standard, bring down the status of the profession as a whole.

JOURNALISTS' ASSOCIATIONS.

Journalists' Associations are at present in existence in some towns and there is a body calling itself the All-India Journalists' Association with headquarters at Bombay. But they are far from representative and seem to become active only when their office bearers itch to see their names in the papers. They have practically no finances worth speaking about and schemes of mutual help are, consequently, far from their minds.

"QUALIFICATIONS".

I have often been asked what are the qualifications necessary for anyone who wants to secure a place in the office of a newspaper or an allied organisation. It is not easy to give a clear and definite reply. No Editor will recognise the right of a man to a place on his staff on the strength of his so-called "qualifications," the training which he might have undergone, or the aptitude which he may think himself possessed of. He can judge a man's worth only after he has seen the actual work which he is capable of turning out. A newspaper man's work is something which has to be done and not merely theorized upon. If any young man wants to fit himself for the serious duties of a journalist, what he wants is not so much an arts or science degree from a University as practical training in the office of an uptodate newspaper. He should be prepared to work on an honorary basis for not less than a year. But I may warn young enthusiasts that they will find it extremely difficult to secure admission to newspaper offices even as unpaid learners. Newspaper offices do not generally keep any surplus hands who find time to instruct newcomers in their duties. And the most hateful thing for those who are busy is to be

interrupted every now and again by questions or suggestions. Those who are anxious to join the profession have now to get their training where and how they can. One or two of our large newspapers are now taking an apprentice or two every year for training in their offices. It would, of course, be unfair to expect them to turn their offices into training schools. But their example might be followed with advantage by others.

EDUCATIONAL QUALIFICATIONS.

High educational qualifications are, of course, a decided help to those joining the profession. But they are not all. Some who have taken brilliant degrees at their University—who might have made first class professors or very good lawyers—fail hopelessly when they try to edit a newspaper. They fail sometimes in spite of being excellent writers. A journalist should, above all, be a good judge of news values. He should have the supreme ability to see things in their proper perspective, to attach just the sufficient weight and no more to each one of the hundreds of items that pass through his hands every day. The ability to comment in lucid and impressive language comes only second in importance to sound judgment of news values.

UNIVERSITY DEGREES NEEDLESS.

For the kind of discrimination that this implies, a University degree is by no means an

absolute need. Indeed, it may be said to be not a need at all. The history of Indian journalism teems with instances of men who have been outstanding successes without the aid of any degree or diploma. The latter is important only in so far as it is evidence that the holder has undergone a good general education.

Some of our bright new graduates engaged in the all-important search for something to do are often ready to look down on people who are not in a position to tack on a few letters to the tail of their names. If any of them enter journalism —and I hope that they will do so in increasing numbers as the years pass—my advice to them is to adopt the role of learners even if they might have to learn from those who are not so highly "qualified" as they are. In course of time our Universities will probably wake up to the need of training those who have in their hands the key to such a powerful means of popular education as the press. Those who are not well "qualified" in the accepted sense of the word have nothing to fear so far as journalism is concerned if they have the requisite amount of enterprise, alertness, and stamina.

SHORTHAND.

It is sometimes thought that a knowledge of shorthand will somehow make it easy for a man

to enter journalism. Shorthand is by no means absolutely essential even for those who work on the reporting side. Many excellent reporters are able to get on quite satisfactorily with ordinary writing. Moreover, verbatim reports of speeches—unless the occasion is very important—have practically gone out of fashion. But still, a knowledge of shorthand may be useful on occasions when the quick taking of notes is required.

CORRESPONDENCE SCHOOLS.

Many have been misled by the attractive advertisements issued by "Correspondence Schools" of journalism abroad. Without going into the merits or demerits of the courses offered by these, I may say that they are usually found to be entirely unsuited to Indian conditions.

To judge from their advertisements, most of these schools aim to teach their pupils how to make money by writing short stories, articles and similar stuff. The conditions under which the Western and Indian students of these "Institutions" work are entirely different. The former are working in their own language and it might not be impossible for the conductors of these schools to fulfil at least to some extent the bright promises which they make. Things are not so easy in the case of Indian students who have to work through the medium of a foreign

VR NARLA MEMORIAL LIBRARY

language. To write short stories and similar stuff in a language that is not one's mother tongue is a difficult job, success in which is possible only to a few who are endowed with extraordinary literary ability. Moreover, as will appear from later pages, there is comparatively little demand in India for much of the stuff by writing which the students of these correspondence schools are said to have scooped in money by the shovelful.

HIGHER LITERATURE.

I would advise young men taking to journalism —here I am referring only to those who work in English—to leave the more literary forms alone and to confine themselves as much as possible to the news side. Instances have come to my notice in which young men whose crude attempts at short story writing and similar work have appeared in college magazines, have thought themselves possessed of high literary genius and have offered to work in newspaper offices as a condescension on their part. Though they must be seeing that original writing occupies but a small part of the papers which they read every day, they seem to be under the impression that the only work which members of the editorial staffs of newspapers have to do is to sit down every morning and produce higher literature by the yard. These people disdain

what is in their opinion such commonplace occupations as reporting or editing news. Mere proof correction is, of course, too far beneath their notice. As remarked above newspapers are not primarily vehicles for aspiring literary geniuses but are chiefly the organs of humble and unnamed correspondents who supply news. Those who have it in them to write short stories, verses, etc. would do well to confine themselves solely to vernacular papers which offer a fast widening field for their activities and will in the end be found to be more paying.

ANGLO-INDIAN AND INDIAN.

A brief description of the organisation and working of the press might be interesting to the uninitiated. As regards the classes of newspapers, there are, of course, the morning and evening daily newspapers, Sunday newspapers, weeklies and monthlies and periodicals published at longer intervals like the quarter and the year. In India these are divided horizontally into three well marked divisions, namely, the Anglo-Indian papers, the Indian papers published in English and the vernacular papers.

Journalism in India, as was noted before, began with the first named class. But catering as it primarily did, and does, to the needs and tastes of the small number of European residents in India, its scope was never very wide. For sometime in the beginning the inefficiency of Indian newspapers gave a good field for their Anglo-Indian rivals. But of late, the number of Anglo-Indian newspapers has tended to shrink. The future of Anglo-Indian journalism does not seem to be very bright if it is conducted on the lines which it has pursued up to the present. If India becomes politically free, the Anglo-Indian press will lose the prominence which it enjoys at present as the organ of the ruling

class and in some cases as the semi-official organs of the Government. It will then be reduced to the position of being the organ of the small European community residing in this country. It will, of course, be open to it to ally itself with some eone or other of the political parties in India. But even then its motives will be suspect unless it gives an important voice to Indians in the direction of its policy, that is to say, if it ceases to be truly Anglo-Indian.

A CLEAR TENDENCY.

The gradual decay of the Anglo-Indian press—I do not mean individual newspapers but the press as a whole—can be noticed clearly if one takes even a cursory glance at the newspaper history of the past few years. In Madras, the *Madras Times*, a well-known and well-edited Anglo-Indian paper was amalgamated some years ago with its stronger rival, the *Madras Mail*.

Calcutta had a number of Anglo-Indian papers some years ago. Of these, the *Empire* and the *Indian Daily News* has ceased to exist. The press of the latter was purchased for printing *Forward* when it was started by the late Mr. C. R. Das and is now used for printing *Liberty*. The control of the *Englishman* which claimed to be one of the oldest newspapers in India passed into the hands of the

proprietors of the *Statesman* some years ago. It continued to run as a daily till early this year. It now survives—a pale shadow of its former self—as a weekly appearing on the day that the *Statesman* takes its holiday.

In Bombay there had always been at least two dailies conducted under European auspices till shortly after the inauguration of the *Indian Daily Mail* when the *Advocate of India*, after a series of proprietorial changes finally ceased to appear.

A SHOCKING DISASTER.

The most shocking disaster to Anglo-Indian journalism has, however, occurred, not at Bombay, Madras or Calcutta but at Delhi. Towards the end of 1928 a prominent European capitalist of Northern India started a paper called the *Daily Chronicle* at Delhi with a great flourish of trumpets. The nationalist *Hindustan Times* was at that time the only other English daily published at the winter capital of India. Considered from every point of view Delhi has a place for more than one newspaper. It is a place of growing commercial importance and it is, of course, politically the very centre of India for half the year. Even in the off season, it is within easy reach of the summer capital of the Government of India and of a number of important cities of the Punjab and the

United Provinces. An Anglo-Indian paper started at such a place and with no lack of capital had every reason to expect substantial support from readers and advertisers. In spite of all these advantages, the *Daily Chronicle* had to stop publication in little more than fifteen months. It was then nominally amalgamated with the *Pioneer* of Allahabad.

THE FUTURE.

If the fate of the *Daily Chronicle* proves anything, it proves that the palmy days of Anglo-Indian journalism are over and done with. The remaining members of the Anglo-Indian fraternity are, of course, still going strong. And they will survive as organs of the European mercantile community if as nothing else. The extremely able manner in which they are conducted have attracted to them large numbers of Indian readers. Most of these are, however, likely to desert them when Indian newspapers attain an equal or superior standard of efficiency as has already happened in more than one centre of the newspaper industry.

WHERE MADRAS LEADS.

In this matter Madras is leading the rest of India by a huge margin. The *Hindu* has for a number of years been admittedly a far better

newspaper than the *Madras Mail* and has been enjoying a relatively larger circulation. I may here disclaim any special bias against Anglo-Indian papers as such and make this statement on the strength of what the Government of Madras say in their successive administration reports. The administration report for 1926—27 says: "The *Hindu* enjoys a much larger circulation than any other newspaper in this Presidency and its well organised news agencies no doubt contribute to its popularity. In this respect it is distinctly superior to the *Madras Mail*, the most popular daily among Europeans." It is curious to find a Government going out of its way to pay compliments to a newspaper and to pass *ex-parte* judgements on the merits of competing commercial organisations. But the Government of Madras apparently includes these also among its multifarious duties.

The Indian papers published neither at Calcutta nor at Bombay have been successful in emulating the example of the *Hindu*. At Calcutta, the *Amrita Bazar Patrika* was for long the leader of the Indian press. But it never succeeded in coming up to the standard of technical perfection maintained by its Anglo-Indian rivals. Though the *Patrika* might have been read and even sought after for its political opinions and the peculiar tone of caustic humour which it affected, both the *Statesman* and

the *Englishman* were always far superior to it as newspapers. The *Statesman* at present enjoys a far larger circulation than the *Patrika* or later arrivals like *Liberty*, *Advance* and the English edition of the *Basumati*.

AT CALCUTTA.

The only reason for this state of things would seem to be that the Indian papers of Calcutta were carried away by their political opinions and, in the heat of their patriotic fervour, forgot that their primary function was to purvey news to an expectant public. It must be said to the credit of the *Hindu* that it has never lost sight of this fundamental point. Though fault may be found with its style of typographical display and other details, no one can deny that it gives copious and exhaustive reports on all topics of public interest. It is this, coupled with consistent efforts to improve the quality of its printing that has carried it past the initial difficulties which beset an Indian newspaper into a position of leadership from which it will be difficult for it to be displaced. Indian newspapers in Calcutta, on the other hand, are not only not comprehensive enough on their news side but are also behind hand in the quality of their printing.

BAD PRINTING.

The carelessness of Indian newspaper Editors and proprietors about the quality of the printing

of their papers is very surprising. Since they have to do the printing, it is certainly worth doing it well. But usually they grudge the petty expense involved in replacing types or worn out parts of their printing machinery with the result that their papers will often blacken the hands of any one who touches them. Or in their pursuit after cheapness, they might purchase paper entirely unsuitable for newspaper printing or ink which will not stick to the paper. Fortunately, the importance of technical perfection is being slowly recognised by the conductors of Indian newspapers.

AT ALLAHABAD.

The *Leader* of Allahabad would, not very long ago, have taken the prize for the worst printed newspaper in India. The printing in some of its issues a couple of years or so ago, was sometimes almost impossible to decipher. But it has now turned over a new leaf and has installed excellent modern machinery which enables it to turn out a paper which it is a pleasure to look at. The ability with which its editorial side is conducted, combined with its technical excellence has now gained a place for it as one of the best Indian papers. The *Tribune* of Lahore and the *Hindustan Times* of Delhi have also improved themselves greatly but they are still much behind the *Hindu* and the *Leader*.

THE BOMBAY PRESS.

In Bombay, both the *Chronicle* and the *Indian Daily Mail* began well, but for various reasons have been unable to follow up the splash with which they made their *début*. The *Indian Daily Mail*, particularly, led the way in the matter of pictorial journalism among its Indian contemporaries. This particular feature has now been adopted by almost all progressive newspapers. The *Mail* once published a monster edition containing eighty pages but its usual size has now shrunk to no more than twelve.

THE VERNACULAR PRESS.

Vernacular newspapers have shared in full measure the increased prosperity of the Indian press as a whole. Though their technique still leaves much to be desired, they have improved almost beyond recognition in the past few years. Many of the dailies now published at metropolitan centres are now supplied with a full service of news and bring out their issues in a more respectable form than most of their contemporaries published in English were able to do sometime ago. Vernacular papers, in metropolitan centres as well as at less important places in the districts, are likely to do much better than at present, if they recognise their differences from their English contemporaries and consciously try to cater for the needs of the different public which they serve. English and vernacular papers mutually supplement each other. While the former may be read by the more educated classes for topics of national and international interest, the latter are likely to find the largest part of their clientele among those who are literate only in the vernaculars and who are not likely to attach any very great importance to, or to understand very clearly, the implications of events happening at the other end of India or on the other side of the world.

They are likely to be interested in local men and local affairs and it is on these on which vernacular newspapers can concentrate with benefit. At present most of the vernacular newspapers published even at district centres have their eyes turned to the nearest Provincial capital and try to model themselves on the papers published there. They do not serve either themselves or their public by doing this. Those who want to read news of provincial or national interest can do so much more satisfactorily in the columns of the papers published at the local headquarters. At the same time by devoting so much of their space to news coming from outside, the district papers prevent themselves from giving proper attention to dozens of items which may be all-important locally but may be considered too trifling to be reported in a paper which has to serve the interests of a number of similar districts.

Indian papers—even some of the biggest—often copy reports of spicy police court cases from newspapers in London and elsewhere. And from the columns of papers published in English, these gradually find their way into a hundred and one vernacular papers up and down the country. But India is not inherently a more virtuous country

than England or the United States and our police courts provide as much matter for interesting reports as similar institutions elsewhere in the world. If only our newspapers and their correspondents and reporters would keep a sharp lookout for striking items, they could fill their papers with interesting original stuff with some bearing on local affairs, instead of with matter which has to be read only for the morbid details which they offer.

SKETCHY REPORTS.

The vernacular papers—particularly those published at smaller centres—have the best chance of exploiting this class of news items. At present unfortunately their reports of events happening in their immediate neighbourhood are, to say the least, extremely sketchy, vague and incomplete. Those residing in the districts now look out for reports of local events not to papers published anywhere near but to the big dailies published at the provincial headquarters. Those who are responsible for the conduct of vernacular papers at district centres can soon change all this if they only set their minds to it. If they exploit the news sources which are ready to their hands in an effective manner they can increase their circulations to such an extent that each district, or in the case of small ones, two

or three districts together, should have no difficulty in maintaining a daily paper in a respectable state of efficiency.

IMPORTANCE OF APPEARANCE.

Vernacular papers at present do not seem to pay as much attention as they ought to do to their appearance. An issue printed with types broken here and there and on the flimsiest kind of paper available in the market is not likely to attract readers or to inspire confidence in advertisers. As I have said later on, uptodate typesetting machinery has not yet been adapted to the needs of any vernacular in India. But even with hand set types a great improvement is possible on the state of things prevailing at present. Frequent replacement of worn out types and more attention to matters relating to display are certain to bring about a change which will be welcomed by readers and advertisers and will be not unprofitable in the end to the papers themselves.

ADVERTISING AND THE PRESS.

Without the revenue derived from advertisements newspapers would be forced either to cease publication or to sell their copies at the rates at which books are sold. Advertising has developed into a regular profession in western countries where it now occupies a recognised position as the most successful handmaid of commerce. Advertising, naturally, is not confined to the columns of newspapers. It has many forms and follows many ways. But the most effective form of advertising is certainly that in newspapers. No other form offers results which are so uniform or which is morally so effective. The successful combination of advertising with reading matter forces the reader to pay some attention to it whether he wants to do so or not. If he wants to read his news, he cannot entirely shut his eyes to the advertisements which are displayed alongside. And then, of course, there is the peculiar influence of the printed word. There is such rush to insert advertisements in some of the successful newspapers in London and elsewhere in the West that some of them frequently print announcements that all their available space has been booked for many months in advance.

Indian advertising is still far from having reached this stage. Very few of our merchants and manufacturers have realised the advantages of advertising. They are content to follow old-world methods which leave them with just enough to go on with. Hiding your light under a bushel is not a very successful policy where business is concerned.

INDIANS AND ADVERTISING.

Matters are, however, slowly improving. Indians are discovering the advantages of crying out from the housetops the merits of their wares and some of them have begun to take the first hesitating steps on the path of large scale advertising. Until a few years ago, all the substantial advertising which appeared in India was done by manufacturers in Great Britain and other Western countries and by their numerous agents in this country. They reaped a rich harvest; so rich indeed that it has now required all the energies of a Gandhi to lead a campaign against the domination of India by foreign manufactures. Mahatma Gandhi's crusade against foreign goods has achieved a certain amount of success. But it is as yet far from having driven out the hated foreign stuff. People now feel that it is morally wrong to use things made abroad when it is possible to

manage with home made goods. But all the time there is the conviction at the back of their minds that foreign goods are really better than their indigenous rivals. This is the psychological effect of the successful advertising campaign which has been conducted by foreign manufacturers for so many years past. No campaign of the sort led by Mahatma Gandhi can entirely eradicate the effects of foreign advertising. People may, for a time, forego the use of foreign goods for political reasons but they are certain to revert to the use of imported stuff if they have the faintest trace of feeling in their minds that indigenous things do not give them full value for their money.

THE REAL REMEDY.

The real remedy for the commercial conquest of India lies in the hands of Indian manufacturers. If only they realise the value, the absolute necessity, of large scale advertising, they can make a much better stand against their foreign rivals than they can with the help of any purely political campaign. It is up to them to prove by facts and by arguments that Indian goods are not inferior to imported stuff and those who consume them are gainers and not losers in the long run.

It is not foreign cloth alone that is sapping the economic vitality of India. Goods of all kinds which can be manufactured most economically in

this country are now forced down the throats of the people by the insidious force of a well thought out and successful campaign of advertising. India is the home of spices. Yet many thousands, if not lakhs, of rupees worth of pickles, condiments and preserves manufactured abroad are sold here. It is not because the art of pickling and preserving has not yet been discovered by India. There are innumerable people who make this class of goods. But they do not advertise and the merits of their wares are known only to a favoured few.

India produces plenty of fruits. Yet it is difficult to secure any but British or Australian made jams if one enquires in the market. Similar is the condition of most other commodities. Indian manufacturers complain that they are unable to find a market for what they make. But at the same time they consider money spent upon advertising as so much waste.

BOYCOTT FOREIGN ADVERTISEMENTS!

It may be said that the remedy for foreign exploitation is in the hands of patriotic newspapers themselves. Let them refuse advertisements for foreign goods and there will be an end of the complaint. This is not so easily done as said. Indian newspapers have been built up with the aid of the revenue from foreign advertisements and if they

are suddenly to give them up, they will be forced to reduce their efficiency to such an extent as to render themselves practically useless. Moreover newspapers are not, as was noted before, not the only media for advertisements. There are many other effective methods like postal solicitation and advertising in places of public resort like the railways and on hoardings which, though not as effective as advertisements in newspapers are by no means useless.

ADVERTISING SUCCESSES.

The experience of those few who have launched out into vigorous advertising in India is not at all dispiriting. Many products which would have fallen flat on the market without advertising are now selling successfuly as a result of well or ni sed campaigns. So far as this country is concerned, the manufacturers of various sorts of indigenous patent medicines seem to have been the earliest to realise the force of large scale advertising. One cannot open an Indian newspaper without coming across their flaring announcements. Advertising must be paying them exceedingly well if we are to judge from the constant increase in their numbers as well as in the space that they take up. Some of the European shops in the large cities sell their goods at prices which are appreciably higher than in neighbouring shops run on a small

scale by Indians but manage to get enough custom to pay them a fat profit every year. The only reason why they are able to do so is that they do not grudge the money which they spend on advertising. The path of Indian newspapers will be considerably smoothened when Indian manufacturers wake up to the advantages of advertising.

FUTURE OF ENGLISH NEWSPAPERS.

Doubts have sometimes been expressed as to the future of the Indo-English press. Is there any chance, it is often asked, in the free India of the future for such a hybrid monstrosity as a press owned and run by Indians but using a foreign language? The answer depends on whether the English language will disappear from the country as soon as control passes into Indian hands—a contingency which cannot be postponed for more than a few years at the most. It does not seem very likely that this will happen in spite of the efforts of enthusiasts who dream of making Hindi the national language, displacing English from the position it has acquired as the *lingua Franca* of the country.

A REVOLUTION.

It is easy to contemplate without any qualms the disappearance of foreign products like cloth, yarn, or other manufactured goods. The disappearance of the English language will, however, mean a change greater than all this. It will mean a complete revolution in the legal and educational spheres, the fabric of which will have to be entirely rebuilt. Those who want to make Hindi the national language do not seem to appreciate the

fundamental difference between the Sanskritic tongues of Northern India and the Dravidian tongues of the South. Those who use the latter will need at least a good many decades to make themselves as proficient in Hindi as they are now in English. And in these days of competition when practically every minute is of value, they are hardly likely to permit this waste of energy and time.

Whatever may be India's political status in the immediate or even the distant future, it seems unlikely that she will ever be able to do without the English language. The Indo-English press has a great duty to perform in the India of the future as one of the most tangible bonds of lenion betwen the heterogeneous masses that make up the Indian nation.

MORNING AND EVENING PAPERS.

Morning daily papers tend, by the very fact of their being published in the morning, to be more complete than their evening contemporaries. They can include in their day's issue full reports of all the happenings of the previous evening up to a comparatively late hour in the night. Evening papers so called begin to be published in England from quite an early hour in the forenoon and editions are published intermittently till late in the afternoon. In these circumstances, they can give at best only scrappy and unfinished summaries of the day's events even if they take place quite near the place of publication.

Evening papers in England, therefore, concentrate on the more sensational events and on sporting items. The latter class of news is really the mainstay of the large number of evening papers publised at provincial centres in England. Sport of all kinds in that country is wonderfully well organised and practically no evening passes without some big event of one sort or another taking place at some centre or other. Even the working classes are very keenly interested in the results of races or football matches, betting being an almost universal practice among them. Even in

India British soldiers and others of their class bet largely on sporting events in their home country. Appearing so many hours after the results of sporting events are known, the morning papers do not naturally attach as much interest to them as do the evening papers, though they can by no means afford to ignore them entirely. All this tends to make the tone and character of the evening papers entirely different from their morning contemporaries.

The area in which each of the evening papers circulates is also restricted by the nature of the news published. Readers who have their money on some horse or other will want the results of the race in which it is running as soon as possible after the event has taken place. So papers never have time to send copies to long distances.

MORNING PAPERS IN ENGLAND.

The conditions under which morning papers in England work are entirely different. Some of them print millions of copies and manage to distribute them over every part of the country by an elaborate service of special trains, motor carriers, etc. The larger London morning papers have installed huge duplicate printing plants at distant centres like Manchester and Newcastle connected by private telegraph lines with the headquarters

in London. The day's issue is wired out bodily to these branches where it is reproduced line for line.

Even with all these arrangements the early editions which are meant for distribution at distant centres have to be off the presses about or before midnight. The copies for circulation at near-by places are, of course, sent to press much later.

CONDITIONS IN INDIA.

I have devoted so much space to what happens in England to illustrate the conditions under which newspapers work in a small but highly developed country. Indian conditions are entirely different. The papers are so few and the centres at which they are published so distant from one another that the area which each considers as its special province is very vast. The local circulation of papers, that is to say circulation in the towns in which they are published, probably with the exception of such westernized cities as Bombay and Calcutta, is less important than their circulation in the moffussil. There is not any very great difference in nature between morning and evening papers generally. The latter are looked upon, and look upon themselves, not as complementary to the morning papers, but as competing with them on equal terms. Madras, indeed, presents a peculiar spectacle. People in that city seem to have a peculiar prejudice towards morning

papers which have never flourished very well. The four English dailies that are in existence at the present time are all published in the evening. But there is no possibility of knowing whether the failure of morning papers in Madras is due to the objection of the citizens to get up early enough to read the news in the morning or to the inefficiency with which morning papers have been conducted in the past.

WEEKLY PAPERS.

Weeklies, whether they try to appeal to the popular mind or to the higher classes who think seriously about political, literary and social topics have, so far, not been conspicuously successful in India. As regards the former, that is to say, the popular weeklies, one of the chief difficulties is to secure matter good enough for publication. Moreover, the element of time is not very important in the case of weeklies and many of the papers published in England enjoy quite a large circulation in this country. It would be a very difficult matter to produce an English weekly in India of the standard of *Auswers*, *Tit Bits*, *Pearsons Weekly* or any of this numerous class of papers.

In spite of the undue seriousness of the Indian newspaper reading public, there are in this country only a very few weeklies and periodicals which succeed in maintaining a standard comparable

with that of papers like the London *Spectator*, the *Saturday Review* and the *Nation*. Among the few papers of this kind published in this country, the *Indian Social Reformer* has made a name for itself. But others, including even such an eminent man as the late Lala Lajpat Rai, who started the *People* at Lahore, have not succeeded in emulating the success of Mr. K. Natarajan. Papers of this kind can be produced successfuly only by Editors whose abilities have to be rather different from those of the Editor of an ordinary daily. There must also be a circle of contributors whose names must carry weight with the public. Without these it is useless to produce a weekly that aims at discussing higher politics and literature.

THE SUNDAY PAPER.

Still another kind of weekly newspaper is that published on Sundays. Unlike the ordinary weeklies, this is just a counterpart of the ordinary daily paper, the only difference being that it appears on the day that the former does not appear. There was a time when an admiring reader told the late Sir Surendranath Bannerjee that he would not know what to do with the *Bengalee* if it became a daily as it took him a full week to finish an issue, which in those days appeared only once in seven days. Those times are gone and now people are grumbling at being left without their paper even for one

day out of the seven. Some of the Sunday papers in England specialise in stories relating to the shadier side of human life. Divorce court reports were their main stock in trade until the law stepped in and, sometime ago, put a limit to what was publishable. But they still manage to get enough stuff about murders, robberies, rapes, abductions and similar topics to fill up their issues. In the United States, the Sunday issues of some of the papers have grown to enormous sizes. Some of them are practically encyclopædias of the week—pictorial as well as literary—issued in newspaper form.

TECHNICAL PAPERS.

India has a fair number of weeklies and periodicals dealing with technical and professional matters. Somehow or other Calcutta has become the largest centre for this class of newspapers. But every large city and every province would seem to offer enough scope for one or two such papers dealing with interests like commerce and industry or with the details of other professions.

PERIODICALS.

We are even poorer in the matter of monthlies and other periodicals than in that of weeklies. Monthlies have the advantage that they can discuss public questions at far greater length and in much

greater detail than either dailies or weeklies. Such a large country as India, with so many important cities and with an educated class so much interested in serious topics, certainly offers scope for a much larger number of monthlies than that which exists now. Conditions are bound to alter when growing economic prosperity and educational progress creates a larger demand for newspapers and periodicals.

There is little chance that magazines of the more popular sort in English can be run with any degree of success by Indians. Fine specimens of this kind produced in England—the standard of which will be difficult to achieve in this country—are available cheaply everywhere. There are, however, many popular magazines in the various vernaculars, the number and quality of which are bound to improve in the future.

THE ANNUAL ISSUE.

The conductors of many daily newspapers in this country produce an Annual issue as something of a religious duty. The Anglo-Indian papers set the fashion in this matter and Indian papers followed slavishly. My experience of newspaper annuals over a series of years has led me to the inevitable conclusion that the public can absorb only a very limited number of copies. The matter that is found inside an Annual costing a rupee

or more is often not worth even a few annas. Unless newspaper proprietors become more original in their methods, they are likely to find that the annuals which they turn out in such large numbers are likely to be a drug on the market. Advertisers are also fighting shy of annuals as they find that the high rates usually charged are not at all justified by the returns which they get.

There are at present a number of papers published at district headquarters and other small centres. These often stultify themselves by trying to imitate the papers published at metropolitan centres. Their leading articles often deal with topics of Imperial or inter-national interest and are probably not read by any but the unfortunate proof reader who has to wade through it. Papers like this could get more life into them and incidentally become more prosperous if they would leave the Empire and the world to take care of themselves and confine their attention to matters of purely local interest.

THE MECHANICAL SIDE.

The office of every daily newspaper combines in itself a factory employing a number of hands, a large business office selling the products of that factory and an editorial office which provides the literary matter for the paper. A large newspaper office even in a country of small papers like India may employ some hundreds of hands. Where the press undertakes job printing on a large scale, as is often the case, the number of men employed may be even larger.

The mechanical equipment of many Indian newspapers is still comparatively out of date. For instance, there are many offices all over the country where typesetting is still done by hand. The number of offices which are using uptodate and extremely efficient typesetting machines like the linotype and the intertype is, however, steadily increasing. The change would have proceeded at an even quicker rate if the installation of this kind of machinery had not required an unduly heavy capital outlay, which is justified by the revenues of not many of our papers.

Mechanical typesetting no doubt adds to the good appearance of a paper. But it does not result

in such a great economy in india as in England and America. There the level of wages for even those who work by hand is so high that newspaper proprietors find it greatly to their advantage to incur the large initial outlay required for a completely mechanised office if by that means they can keep down the number of men required subsequently. In India, on the other hand, wages in the printing industry are very low and though the setting of type by hand is a slow, laborious and inconvenient process, it seems usually to work out more economically than the quicker methods of mechanical setting. Whatever the advantages and disadvantages of the various methods of setting type, Indian newspapers are steadily mechanising themselves as they grow in wealth. The technical imperfections of our newspapers have been a frequent source of complaint in the past. More and more of them are, however, ceasing to be blameworthy in this respect.

So far as vernacular papers are concerned, the question of mechanical typesetting does not, of course, arise. Typesetting machines have not yet been adapted to any vernacular language in India. Indeed, even now, in the case of Urdu newspapers even types are not in use. In the place of compositors, clerks sit down with their ancient reed pens and copy out the news of the day on transfer paper,

the matter being afterwards transferred to stone slabs and lithographed.

A SCRIPT REFORM.

The large number of scripts in use in India, and the extreme complications of the alphabet, would seem to make the task of mechanical adaptation a most difficult one. It is high time for India to take a leaf out of the book of modern Turkey and set seriously about the task of reforming her too numerous scripts. The adoption of the Latin script for the whole country, as advocated by some reformers, would seem to be too stupenduous a revolution. A reformed type of the Devanagari script, if accepted by all or a majority of the languages of the country might answer the purpose. Without some such move, it is doubtful if it will ever pay manufacturers of typesetting machines to adapt them to Indian languages.

Setting type is only half the work of printing. In Western countries the need of producing many lakhs or even a few millions of copies in an hour or two has been met by the invention of high speed rotary machines which print, cut, fold, count and stack thousands of copies every minute. Some newspapers in India have equipped themselves with rotary machines of one sort or another but the majority are still printed on the old type of flat bed presses.

NOT AN UNMIXED BLESSING.

The grand scale on which newspapers in the West are conducted is not considered an unmixed blessing by many more thoughtful people there. The existing papers with their millions of readers and enormous resources make it impossible for a new competitor to arise unless he is prepared to invest as many millions of pounds at the start as his competitors have succeeded in laying by in the course of many decades of successful work. Journalistic enterprise in India has not yet reached this stage. Papers are conducted on a comparatively small scale and it is still possible for enterprising newcomers to make a successful start without too great a sacrifice in the beginning.

MANUFACTURED OPINIONS.

The opinion of the press in England at the present time means, in spite of millions of readers and a full exchequer, the opinion of a few powerful proprietors. The Indian press has still to have its Northcliffes and Rothermeres; but in spite of its poverty and its small number of readers, it represents public opinion much more effectively than the syndicated press of Western countries.

NEW PAPERS.

It is quite possible for a new paper to be started in India with a comparatively small capital. Not

insufficient capital but dishonest and inefficient management is really the bane of the Indian press. Those who find the money for newspaper concerns are usually entirely ignorant of everything relating to the business and they start out with the erroneous idea that newspaper making is amateur work requiring no previous training or experience. To make matters worse, they fill the office with dependents and relatives whose only idea is to pocket as much money as they can in as short a time as possible. The concern entrusted to their tender mercies has, consequently, to lead a starved and miserable existence until such time as those who started it lose their interest and decide to close it down.

THE EDITORIAL STAFF.

The editorial staff consists of the reporters, of whom there may be about half a dozen in a large office, a varying number of sub-editors, one or two assistant editors and above all, the editor. The reporters are responsible for bringing in all the news in the immediate locality in which the paper is published, the news from distant centres being supplied by correspondents and news agencies. The chief reporter in each office keeps a diary in which all important engagements and functions are entered and day by day the various members of the reporting staff are assigned some particular function or functions to cover. The reporting of public meetings, the meetings of various public bodies, company meetings, Legislative Councils, etc. are the most common of reporters' duties. They have also to meet and interview all the public personages whom the Editor may think it worth while to interview. Any fresh development of Government's policy or any event of sufficient public importance is usually enough provocation for a round of interviews with all available celebrities. Reporters have also to keep in close touch with law courts of various sorts, the Police Stations, Government offices, the offices of various political organisations,

the chief markets of the city and the offices of important companies.

SPECIAL CORRESPONDENCE.

The most interesting and the most enjoyable part of a reporter's duty comes when, as must happen occasionally, he is set to cover some sensational happening or other. He then works with the consciousness that every line that he writes is anxiously scanned by thousands of people every day and that he is making no mean contribution to the building up of contemporary history. Reporters deal with the very fundamentals of journalism, namely, news, without which the superstructure of comment and criticism would be ridiculous and futile. No one can be a successful reporter if he does not possess or does not develop a good deal of push, energy and enterprise. Reporters come into closer touch with public men and public movements than it is possible for those working in other branches of the profession. They are among the few people connected with newspapers who are able to do some kind of original work.

REPORTERS' QUALIFICATIONS.

As I have remarked previously about journalists in general, it is impossible to lay down what exactly are the qualifications or qualities which prospective reporters ought to possess. A reporter—indeed, all

those who depend on journalism for a livelihood—must be gifted with the quality of resourcefulness, the capacity to turn every passing event to his own ends. He must be absolutely uptodate with every kind of information that is likely to interest his readers. And he must develop the qualities of quick comprehension and clear and concise expression. The capacity to write humorously is invaluable, but it is not every Indian who can be humorous when writing in English.

THE SUB-EDITORS.

Reporters, however efficient they may be, do not send their "copy"—as it is called in newspaper parlance—directly into the printing room. They hand it over to the sub-editors on whom devolves the actual duty of seeing the paper through the press. Every line of news that appears in the paper would have passed through the hands of one or other of the sub-editors. Sometimes they divide their work according to their sources. One takes all the local news, a second the "copy" sent by moffussil correspondents, another takes the Indian telegrams and a fourth may confine himself to foreign news.

Sub-editors can afford to be less versatile than reporters. Their duty is plain and without complications though difficult in its own way. They have

first to decide whether each particular item is of sufficient interest and importance to go into the paper. If it passes this test they have to see whether it contains any objectionable matter. Defamatory and seditious passages have to be guarded against with great care by sub-editors. Their task is particularly difficult in times when campaigns like those of Mahatma Gandhi's non-co-operation and civil disobedience are going on. On the one hand, the sub-editor and the paper for which he works cannot afford to ignore a matter in which the whole country is interested, for news of which everyone is looking forward. On the other hand is the Government looking out to punish with all its rigour, the slightest vestige of sedition or what it considers to be such.

GOVERNMENT'S POWERS.

How Government officials can use their powers was seen when the security deposited by the *Hindustan Times* of Delhi was forfeited in August 1930 when I happened to be in editorial control. One of the charges against the *Hindustan Times* was that it published on the first page the picture of a lady who was sentenced to imprisonment for sedition and that by such publication, the paper was inciting others to break the law in order to secure for themselves the prominence accorded to the

lady whose picture was published. When this incident took place, the Indian press was, of course, under the blight of the Press Ordinance promulgated in April 1930. But even at the best of times officials are always on the lookout to administer a snub to papers which are too extreme. Defamatory and seditious passages are only the major cares of the sub-edtior's life. They are big things and can be easily detected. What is more troublesome is to correct the thousand little slips of grammar, idiom, punctuation and spelling of comparatively uneducated correspondents. The display of news items was an unknown thing in old fashioned Indian newspapers until a short time ago. Some of them used to classify all the news that they got under uniform headings like, "In England," "In France," "In Japan," and so on according to the country of origin. There are still important newspapers to whom a double column heading is a thing to be abhorred. Sub-Editors in these offices are saved the worry of thinking out a good and impressive style of display on which more progressive and up-to-date offices insist.

The sub-editor's task does not always end with the editing of "copy" and the arrangement of the display. In most offices he has to see the final proofs of the matter which he has edited. It may be noted here that a number of sub-editors

have to work at night in the offices of morning papers.

THE ASSISTANT EDITORS..

Above the sub-editors are the assistant editors who deputise for the Editor whenever necessary and are responsible along with him for the leading articles and other literary matter. At the head of the whole staff is the Editor, who is legally and morally responsible for every line that appears in the paper. There is a popular idea that the one and only duty of an Editor is to sit down and write out articles by the dozen. This is really far from being the case. Much of the Editor's time is, or should be, engaged in keeping touch with popular thought and opinion by meeting prominent men and taking part in public affairs. He has to meet a constant succession of visitors of every sort and class. There is also a large volume of correspondence which has to be dealt with.

The duty of the editorial staff does not end even when the paper is safely sent to the press. Occasionally there may come a late item that may be of sufficient importance to be incorporated in the paper even if the press has to be stopped for the purpose. Most papers leave a small space blank where such items can be easily inserted if they happen to arrive.

CASH SALES DEVELOPMENT.

The sales department takes over charge of the copies as they come from the press. Until a few years ago newspapers sold much the larger number of their copies to regular subscribers who paid by the month. Most of the copies meant for stations up-country were despatched by post. A great change has taken place in these matters in the past few years. Cash sales have become very important and are steadily progressing at the expense of postal subscriptions. The majority of copies taken in the mofussil are sold through cash sale agents who are mostly paid by commission on a percentage basis. This development is all to the good. If a paper falls from its usual standard those who take it by the day or the week are very quick to react.

THE NEWS AGENCIES.

The news agencies play an important part in the general organisation of the press. Without their help newspapers can never hope to give as comprehensive a service of news as they are able to do now. The two chief news agencies which operate in this country are the Associated Press of India and Reuter's Agency. The former maintains correspondents at all important towns and has offices at many of the provincial headquarters. Reuter's Agency, on the other hand, gives only foreign news collected by its own correspondents as well as by the correspondents of other agencies with which it works in alliance.

THE ASSOCIATED PRESS.

The Associated Press of India was in origin an independent company. But it was subsequently acquired by Reuter's Agency, as a subsidiary of which it is working now. The headquarters of the latter are in London but it maintains Editors and managers in India.

I do not want to go into the merits or defects of the news supplied by Reuter's Agency and the Associated Press. Editors who have to deal with them are only too well aware of them. Their

chief drawback in the eyes of the Indian public is that their control is in non-Indian hands.

THE FREE PRESS.

A few years ago a news agency was started under the title of the "Free Press of India". This is a purely Indian concern, but newspapers are not extending as much support to it as they could give if they set their minds to it in spite of the able manner in which it is conducted.

It is highly essential for the press of this country to have a local and foreign news service which is not controlled by any outside individuals or organisations. The only way by which this very desirable end can be achieved is by following the example of the press of Great Britain or the United States of America. The chief news agency serving the provincial papers in Great Britain—the London dailies make their own arrangements—is the Press Association. In the United States this place is occupied by the Associated Press. These two are not external organisations intent on enriching themselves by exploiting the needs of the press. They are really what their names imply, namely, co-operative concerns of which newspapers themselves are the partners and which are worked for their mutual benefit. Every daily newspaper that wishes to become a member of either of the organisations

has to take a certain number of shares in it. Newspapers thus have an important say as to what kind of news they should get. Both the Associated Press and the Press Association get their local news from contributing newspapers. The former maintains its own correspondents at important centres abroad. Both of them have also entered into agreements with important news agencies by which the organisation, instead of individual newspapers, take the service.

AN ECONOMICAL PLAN.

Such a co-operative organisation, if it could be established in India, would not only be economical for the papers themselves but would also be highly appreciated by the growing circle of readers who patronise Indian dailies. Economy will be secured as very little would have to be spent on the maintenance of a staff for the collection of news—the contributing newspapers undertaking this work. Morever, as newspapers increase in number—as they are doing every year—the growing revenue can be utilised, not for swelling the dividends of a capitalist company but for extending the service or reducing the rates which contributors have to pay.

At the present time European news looms large in the columns of even the most nationalistic

Indian newspaper. The chief reason for this is the reliance that is placed on European news agencies. If the selection of news were in Indian hands there is certain to be a great change. News from countries like Persia, Iraq, China, Tibet and Japan, in which India is so closely interested, is certain to find their proper place.

SOLIDARITY OF THE PRESS.

Another advantage of a rather different kind that would arise from the organisation of a co-operative agency will be the growth in the solidarity of the press as a whole. The promulgation of the Press Ordinance in April 1930 gave a shock to the Indian press. It was one of the most serious dangers that ever faced it. The Press felt that something had to be done immediately to combat this menace. Yet, the conference that was called together at Bombay to consider the situation proved absolutely futile on account of the selfishness of some papers and the lack of solidarity and unity of purpose all round. If the Indian Press learns to work together unitedly and controls its own news agency the Government will think twice before challenging it to a trial of strength. A co-operative organisation on the lines indicated will also extend the scope of employment for Indian journalists.

If the organisation of such a concern is actively mooted, the Anglo-Indian papers may probably refuse to join. The Indian press is, however, now strong enough to carry through a scheme like this independently of Anglo-Indian support. The vast majority of readers of Anglo-Indian papers are Indians and if their good will is to be retained they will have to supply news which is to their taste.

CORRESPONDENTS AND THEIR WORK.

Indian newspapers as they grow in number and affluence are offering scope for a steadily growing circle of correspondents. It is not, however, so much articles, short stories, etc. that have a market, but news items. As was mentioned before, there are few popular monthlies and weeklies in India published in English which accept this kind of stuff. Some of the monthlies that we have, seem to concentrate on archæology and similar topics instead of dealing with topics of the day which are of interest to the people at large.

Daily newspapers are often quite willing to publish and pay for interesting special articles of topical interest. Those who attempt to write these should study the news of the day and their developments and implications very carefully. They should never forget that a newspaper is a very shortlived thing and that people cease to take an interest in it a very few hours after it sees the light of day. Defects of language and method of presentation may be rectified by study and perseverance. But if a man is unable on any account to chose subjects that are of the day, that belongs neither to the past nor to the future, he had better not waste his time and stationery in writing to the press.

FOREIGN SYNDICATES.

There are a number of syndicates and agencies in England and America which are ready to supply any sort of stuff—sometimes of real merit—at very low rates. Articles from ex-Cabinet ministers and famous film stars which would be obtainable directly only at a prohibitive price are available from these organisations at a few rupees at the most. They make a good profit on the transaction because they supply the same article or story to hundreds of papers all over the world. The broadcasting of articles, stories and features may conceivably form a useful sideline for a news agency established on the co-operative lines I have indicated. There are now not many Indian papers that emphasise "features". But as the stress of competition develops they are certain to develop this side of their activities.

The greatest scope in this country for those who desire to keep in touch with the press is as news correspondents. This side of journalistic work is at present in a very undeveloped state and is in very inefficient hands. The news possibilities of this vast country are now very insufficiently exploited. The standard of education and ability of the vast majority of the correspondents with whom I came in touch in many parts of the country left much to be desired. Many of them had only a

very hazy idea as to what papers wanted in the shape of news. The language which they use—I am referring here to newspapers published in English—is as often as not garbled and difficult to understand, while the handwriting is sometimes very illegible.

CORRESPONDENTS' WEAKNESS.

The weakness of correspondents is mainly responsible for the lopsided appearance of our newspapers. It is not rare to find—say, in a newspaper published at Madras—news of the province thrust into an obscure corner in the back pages while the place of honour in the day's issue is given to some item relating to Russia or South America or Timbuctoo which not one in a thousand of the reading public will more than glance at. The picture presented by some of our newspapers is often as distorted as the reflection given by those concave or convex mirrors used in some advertisements. The curious gazer finds himself either elongated beyond recognition or flattened out like an abbreviated edition of Mr. Pickwick. Events which take place at the other end of the world are given overwhelming importance while human tragedies that take place under our very noses are not taken notice of at all.

If educated and intelligent people with some perception of news values and some judgment of

what the public wants would take to correspondence work, there will certainly be a great improvement in the appearance of our newspapers.

NEWS SOURCES.

For the information of those who would like to do this work it may be mentioned that such places as the courts—civil as well as criminal—public offices, schools and colleges, Police Stations, the hospitals and the offices of political organisations always provide a number of reportable items. But the mistake must not be made of simply copying down and sending whatever is available. A careful selection must be made and the items that are judged to be of sufficient importance must be carefully written up in such a manner as to catch and maintain the interest of the reader. The news sources mentioned above are but very insufficiently expolited at present. Even the law courts—all important as they are in the life of the ordinary Indian—do not now give a fifteenth of the interesting stuff which might be extracted from them.

PICTORIAL JOURNALISM.

The development of pictorial journalism—which has been so noticeable a future in the past ten years or so—offers a paying side line for those who are interested in photography. Pictures have been published in Indian newspapers for a long time

past but they attained their present importance only very recently. The supply of printable photographs of Indian interest being extremely short a number of pictures from various European countries and from America are now published by various Indian dailies. These are of no use or interest to the vast majority of Indian readers but are put in simply because there is nothing else with which to fill up the space the paper being under a promise to the readers to supply a full page or some other fixed quantity of pictures every day. Considerable discrimination must, however, be shown in selecting the pictures to be sent to newspapers. Ruins of historical buildings attract the attention of the amateur photographer earliest and newspaper offices are simply flooded with their pictures sometimes. They do not, however, usually find publicity. In pictures as in news, timeliness is what should be considered primarily.